

Utah Health Exchange Limited Launch*

1. The limited launch has been designed to:
 - a. Mitigate and quickly address technical issues
 - b. Determine the level of outreach necessary for viable adoption
 - c. Determine the level of customer service required
 - d. Determine if the current risk adjustment is viable
2. The limited launch would start August 17, 2009 and end February 28, 2010
3. Would require small employer groups to use a producer(s) to facilitate the entire enrollment and eligibility process.
4. Would be open on a first come first serve basis to producers that:
 - a. Have been appointed by all the carriers on the Exchange
 - b. Have passed a voluntary Defined Contribution CE course
5. Would limit enrollment to no more than 150 employer groups.
6. Would encourage producers to enroll a mix of both small and medium size businesses with an average size of between 10 to 15 employees.
 - a. This ensures a significant number of enrollees.
 - b. This spreads the risk more evenly among carriers.
 - c. This keeps the number of employer groups low but allows for a larger employee enrollment.
7. The Exchange would be open to all small employer groups on March 1, 2010

***This is just a draft and is open to discussion and feedback.**

Revised on July 23, 2009